

LEO BURNETT COMPANY, Inc.

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{ Popular Science, June, 1961

## Why all the cuts and colors?

### REVELATION GIVES YOU FIVE TOBACCOS IN ONE FINE MIXTURE

Look closely at Revelation and you'll see five fine tobaccos, ranging from bright yellow to a dark, rich brown. Each has a personality all its own, and here's how you can tell them apart:



Kentucky Burley—dark flakes, slow burning  
Virginia Bright—bright leaves, even burning  
Old Belt Bright—slightly darker, good body  
Latakia—deeper brown, extra mild  
Perique—very dark, wonderful aroma

# REVELATION

MILD SMOKING MIXTURE

